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OCT 06 2004

In re application of:) Examiner: Jean D. Janvier
Pugliese, III, et al.) Group Art Unit: 3622
Serial No: 09/994,805) Attorney Docket No.: S255 1020.1
Filed: November 28, 2001)

For: System and Method for Displaying and Selling Goods and Services in a Retail
Environment Employing Electronic Shopper Aids

**PETITION FOR EXTENSION OF RESPONSE TIME
SUBMISSION OF EXTENSION FEE
FOR FIVE MONTHS EXTENSION**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Applicant petitions the Commissioner of Patents and Trademarks to extend the time for response to the Office Action dated April 6, 2004, for five months from May 6, 2004 to October 6, 2004.

Pursuant to 37 C.F.R. § 1.27, applicant hereby asserts small entity status.

The Commissioner is hereby authorized to charge \$1,040.00 to cover the extension fee.
The Commissioner is hereby authorized to charge any deficiency in the payment of the required fee(s) or credit any overpayment to Deposit Account No. 09-0528.

Certificate of Facsimile Transmission

I hereby certify that the following papers are being facsimile transmitted to the U.S. Patent and Trademark Office, telephone number (703) 872-9306, on October 6, 2004



Respectfully submitted,



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Attorney for Applicant

Date:

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Docket: S255 1020.1

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